



KNXV

ORDER

Print Date 10/26/12

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Flight Dates **11/02/12-11/06/12**

Contract / Revision **316069 /**

Original Date / Revision
10/26/12 10/26/12

Advertiser **League of Conservation Vot**

Agency **Waterfront Strategies**

Buying Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Product

LCV

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:10:00

Estimate # **2273**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
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Dave Lombardo	100%		
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Tanya Winscott	%		
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Order Share 20% Market Value 146500

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	20%	29300
KPNX	20%	29300
KPPX	%	0
KSAZ	20%	29300
KTVK	20%	29300
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	15	\$24,905.00	\$29,300.00	0.00
Totals	15	\$24,905.00	\$29,300.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/06/12	15	\$24,905.00	\$29,300.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KNXV	11/02/12	11/02/12	M-F 430-5am M-F 430am News	CM	430-5am	----F--	:30	1	\$50.00	P-3	0.00 NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	----F--	1		\$50.00		0.00					
N 2	KNXV	11/05/12	11/06/12	M-F 430-5am M-F 430am News	CM	430-5am	MT-----	:30	2	\$50.00	P-3	0.00 NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		11/05/12	11/11/12	MT-----	2		\$50.00		0.00					
N 3	KNXV	11/02/12	11/02/12		CM	9am-10am	----F--	:30	1	\$500.00	FX	0.00 NM	1	\$500.00



KNXV

Print Date: 10/26/12

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Contract / Revision **316069** Flight Dates **11/02/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/26/12/ 10/26/12

Order Sep 00:10:00

Advertiser **League of Conservation Vc** Product **LCV**

Estimate # **2273**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
M-F 9am-10am Sonoran Living														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	----F--	1		\$500.00		0.00					
N 4	KNXV	11/05/12	11/05/12	M-F 9am-10am Sonoran Living	CM	9am-10am	M-----	:30	1	\$500.00	FX	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		11/05/12	11/11/12	M-----	1		\$500.00		0.00					
N 5	KNXV	11/02/12	11/02/12	M-F 12pm-1pm The Chew	CM	12pm-1pm	----F--	:30	1	\$750.00	FX	0.00 NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	----F--	1		\$750.00		0.00					
N 6	KNXV	11/05/12	11/05/12	M-F 12pm-1pm The Chew	CM	12pm-1pm	M-----	:30	1	\$750.00	FX	0.00 NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		11/05/12	11/11/12	M-----	1		\$750.00		0.00					
N 7	KNXV	11/02/12	11/02/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	----F--	:30	1	\$2,500.00	FX	0.00 NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	----F--	1		\$2,500.00		0.00					
N 9	KNXV	11/05/12	11/05/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	M-----	:30	1	\$2,500.00	FX	0.00 NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		11/05/12	11/11/12	M-----	1		\$2,500.00		0.00					
N 10	KNXV	11/04/12	11/04/12	SU 4pm-430pm SU 4pm-430pm	CM	4pm-430pm	-----S	:30	1	\$750.00	FX	0.00 NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-----S	1		\$750.00		0.00					
N 11	KNXV	11/02/12	11/02/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	----F--	:30	1	\$3,000.00	FX	0.00 NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	----F--	1		\$3,000.00		0.00					
N 12	KNXV	11/02/12	11/02/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	----F--	:30	1	\$5,000.00	FX	0.00 NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	----F--	1		\$5,000.00		0.00					
N 13	KNXV	11/05/12	11/05/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	M-----	:30	1	\$5,000.00	FX	0.00 NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		11/05/12	11/11/12	M-----	1		\$5,000.00		0.00					
N 14	KNXV	11/04/12	11/04/12	SU 1035pm-1105pm ABC15 Sports Sunday	CM	1035pm-1105pm	-----S	:30	1	\$400.00	P-2	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-----S	1		\$400.00		0.00					
N 15	KNXV	11/02/12	11/02/12	Friday Prime C Friday Prime C	CM	9pm-10pm	----F--	:30	1	\$7,500.00	FX	0.00 NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	----F--	1		\$7,500.00		0.00					

*Tax 1 Note: Tax 0.5%.

Totals 15 \$29,300.00